Listing of Claims:

1. (Currently Amended) A method for monitoring and reporting performance information relating to data transmission, comprising:

receiving at ~~a processor an electronic~~ a central controller a data transmission addressed to a terminating party, the central controller being configured to route data transmission to at least one of a plurality of network service providers;

identifying ~~determining~~ at the ~~processor~~ central controller one of the plurality of [[a]] network service providers ~~provider~~ associated with the terminating party to enable routing of the data transmission;

establishing by the central controller a connection between an originating party and the identified network service provider for routing of the data transmission to the terminating party;

routing by the central controller the data transmission ~~from the processor~~ to the identified network service provider;

monitoring ~~at the processor~~ by the central controller a status of a portion of the data transmission while the data transmission to the terminating party is in progress and until the connection with the terminating party is terminated;

generating at ~~the processor~~ the central controller performance information associated with the data transmission based on the monitored data transmission; and

reporting by the central controller the performance information to a third party;

wherein the performance information includes at least one of a time necessary for the identified network service provider to connect to the terminating

party, how long the terminating party took to answer a call, whether an interactive voice response unit was utilized, whether the originating party exchanged dual-tone multi-frequency, how long the call was on hold, whether the call was dropped and who was responsible for terminating or dropping the connection to the terminating party.

2. (Currently Amended) The method of claim 1, further comprising:

storing the performance information generated at the ~~processor~~ central controller in a database.

3. (Currently Amended) An apparatus for monitoring and reporting performance information relating to data transmissions, comprising:

a ~~processor~~ central controller configured to route data transmission to at least one of a plurality of network service providers; and

a memory in communication with the ~~processor~~ central controller, the memory for storing a plurality of processing instructions allowing the ~~processor~~ central controller to:

receive ~~an electronic~~ a data transmission addressed to a terminating party;

identify ~~determine a~~ one of the plurality of network service ~~provider~~ providers associated with the terminating party;

establish a connection between an originating party and the identified network service provider for routing of the data transmission to the terminating party;

route the data transmission to the identified network service provider;

monitor a status of a portion of the data transmission throughout the data transmission until the connection with the terminating party is terminated;

generate performance information associated with the data transmission based on the status of the portion of the data transmission; and

report the performance information to a third party, wherein the performance information includes at least one of a time necessary for the identified network service provider to connect to the terminating party, how long the terminating party took to answer a call, whether an interactive voice response unit was utilized, whether the originating party exchanged dual-tone multi-frequency, how long the call was on hold, whether the call was dropped and who was responsible for terminating or dropping the connection to the terminating party.

4. (Currently Amended) The apparatus of claim 3, further comprising processing instructions allowing the ~~processor~~ central controller to:

store the performance information in memory.

5. (Canceled)

6. (Canceled)

7. (Currently Amended) The method of claim [[6]] 1, wherein who was responsible for dropping or terminating the call comprises one of the identified network service provider or [[a]] the terminating party.

8. (Currently Amended) The apparatus of claim 3, further comprising processing instructions allowing the ~~processor~~ central controller to:

prompt [[an]] the originating party with at least one question to gather additional performance information.

9. (Currently Amended) The apparatus of claim 8, wherein the additional performance information comprises a level of customer service offered by [[a]] the terminating party.

10. (Previously Presented) The apparatus of claim 8, wherein said prompt comprises playing a recording to the originating party before connecting a call.

11. (Currently Amended) The method of claim 1, further comprising the step of:

prompting [[an]] the originating party with at least one question to gather additional performance information.

12. (Currently Amended) The method of claim 11, wherein the additional performance information comprises a level of customer service offered by [[a]] the terminating party.

13. (Previously Presented) The method of claim 11, wherein said prompting step comprises playing a recording to the originating party before connecting a call.

14. (Canceled)

15. (Canceled)

16. (Currently Amended) The apparatus of claim [[15]] 3, wherein who was responsible for dropping or terminating the call comprises one of the identified network service provider or [[a]] the terminating party.

17. (Currently Amended) The method of claim 13, wherein the originating party remains connected at the ~~processor~~ central controller after termination of the ~~call~~ data transmission with the originating party or the identified network service provider.

18. (Currently Amended) The method of claim 13, wherein the central controller recalls the originating party after termination of the ~~call~~ data transmission.

19. (Previously Presented) The method of claim 13, wherein said prompting step further comprises directing the originating party to a webpage to answer questions.

20. (Currently Amended) The method of claim 11, wherein the central controller prompts the originating party to answer questions after termination of the ~~call~~ data transmission with the terminating party or the identified network service provider.

21. (Currently Amended) The method of claim 1, wherein the ~~electronic~~ data transmission comprises a call placed via one of public switched telephone network or voice over Internet protocol network.

22. (Currently Amended) The method of claim 1, wherein the ~~electronic~~ data transmission [[is]] includes a toll free number.

23. (Currently Amended) The method of claim 1, further comprising:

receiving at the ~~processor~~ central controller a request for reporting the performance information;

wherein the request for reporting is accomplished via one of hyper-text markup transfer protocol, secure hyper-text markup transfer protocol, file transfer protocol, the Internet or the ~~processor~~ central controller and switch route.

24. (Currently Amended) The method of claim 1, wherein the reporting performance information to a third party is accomplished via one of hyper-text markup language, extensible markup language, audio files, video content and the ~~processor~~ central controller and switch route.

25. (Previously Presented) The apparatus of claim 10, wherein the originating party remains connected at the processor after termination of the call with the originating party or the network service provider.

26. (Previously Presented) The apparatus of claim 10, wherein the central controller recalls the originating party after termination of the call.

27. (Currently Amended) The apparatus of claim 10, wherein said prompt further comprises processing instructions to allow the ~~processor~~ central controller to:

direct the originating party to a webpage to answer questions.

28. (Currently Amended) The apparatus of claim 8, wherein the central controller prompts the originating party to answer questions after termination of the ~~call~~ data transmission with the terminating party or the identified network service provider.

29. (Currently Amended) The apparatus of claim 3, wherein the ~~electronic~~ data transmission comprises a call placed via one of public switched telephone network or voice over Internet protocol network.

30. (Currently Amended) The apparatus of claim 3, wherein the ~~electronic~~ data transmission [[is]] includes a toll free number.

31. (Currently Amended) The apparatus of claim 3, further comprising processing instructions for allowing the ~~processor~~ central controller to:

receive at the ~~processor~~ central controller a request for reporting the performance information;

wherein the request for reporting is accomplished via one of hyper-text markup transfer protocol, secure hyper-text markup transfer protocol, file transfer protocol, the Internet or the ~~processor~~ central controller and switch route.

32. (Currently Amended) The apparatus of claim 3, wherein the reporting performance information to a third party is accomplished via one of hyper-text markup language, extensible markup language, audio files, video content and the ~~processor~~ central controller and switch route.

33. (Previously Presented) The method of claim 24, wherein the audio files comprise MPEG3 or WAV files, and the video content comprises AVI or MPEG4 files.

34. (Previously Presented) The apparatus of claim 32, wherein the audio files comprise MPEG3 or WAV files, and the video content comprises AVI or MPEG4 files.